12/8/96

Fitzgerald called to say we would be getting 150,000 offers

500 cs of each Style

R.J. Reynolds

Tobacco Co.

S.R. MacLeod
Region Operations Manager
150 Lawrence Bell Dr.
Suite 108
Williamsville, NY 14221
(716) 634-9232
(716) 634-3145

Revised Copy Sent 12-17-96

December 16, 1996

To: Sharon Peterson

Re: Doral Box 100's POS / Support Materials

Dear Sharon:

Enclosed please find the Buffalo Region's POS/Support Materials for Doral Box 100's introduction.

Should you have any questions, please contact me.

Sincerely,

Stephen

S.R. MacLeod
#1610
c: D. DeRose

51845 7336

Source: https://www.industrydocuments.ucsf.edu/docs/qzmy0000

DORAL BOX 100'S POS / SUPPORT MATERIALS

REGION #1600

Description	Item #	SKU Pack	# of SKUs Requested
Full Flavor Box 100s Carton End Labels	502100	1 Each	1392
Lights Box 100s Carton End Labels	502094	1 Each	1392
Full Flavor / Lights Box 100s Pack Tags	489581	1 Sheet	2505
Full Flavor Box 100s RePack	489611	1 Each	765
Lights Box 100s Repack	489623	1 Each	765
Dump Bin Riser Card	514334	1 Each	6960
24' Package Merchandiser Card	514223	1 Each	4965
Small Pack Starburst	514220	1 Each	9250
19" Canopy Card	514235	1 Each	6000
19" Canopy Transparency	TBD	1 Each	3400
Small Paster	514214	1 Each	3745
Small PPD Card	514232	1 Each	3545

51845 7337

Source: https://www.industrydocuments.ucsf.edu/docs/qzmy0000

To: Peterson, Sharon
From: Macleod, Stephen
Edited: 12/17/96 11:02
Subject: FWRD: Doral Box 100's POS / Support Mat

Sharon, per our conversation enclose is the revised POS/Support Materials for the Buffalo Region. Also, please remember that we want to only work the Doral Box 100's styles for the B1G1F's -- only two styles.

In advance, thank you for your support.

SRM

========== <Forwarded Letter> ==========
From: Willson, Amy
To: MACLEOS
Subject: Doral Box 100's POS / Support Materials
Posted: 12/16/96 15:51
Priority: Normal

CC: Derose, Darren

51845 7338

Source: https://www.industrydocuments.ucsf.edu/docs/qzmy0000